

**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/21/2097/OA1
2.	Proposed Development:	ADVERTISEMENT CONSENT FOR 3 NO. ILLUMINATED BOX SIGNS; 3 NO. LABEL/DIRECTIONAL PLAQUES; 1 NO. MENU BOX; 1 NO. VINYL WINDOW GRAPHIC
3.	Location:	WHITEHAVEN BUZZ STATION, BRANSTY ROW, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Standing Advice - Data Subject To Change
6.	Publicity Representations &Policy	Neighbour Notification Letter: NO Site Notice: NO Press Notice: NO Consultation Responses: See report Relevant Planning Policies: See report
7.	Report: SITE AND INTRODUCTION <p>This application relates to the Whitehaven Buzz Station which is situated on Bransty Row in Whitehaven. The site has been under construction as a business start-up hub and café and is nearing completion (application reference 4/18/2292/0F1 relates). It is situated within Whitehaven's Conservation Area.</p> PROPOSAL <p>Advertisement Consent is sought for the installation of various signage in relation to the business start up hub known as the Buzz Station. These include the following:</p>	

Number of signs	Type of sign	Function	Illumination?	Dimensions (H x W x D) millimetres(s)	Colours	Materials
3	Illuminated box signs	Business name and directional signage	Yes, static, warm white LED internally. Illuminating through translucent polycarbonate panels. <300cd/m2	2000 x 500 x 500mm 150 x 150 x 400mm 630 x 190 x 190mm	Black text on white	PPC aluminium, polycarbonate, acrylic.
3	Wall plaque signs	Directional signage	No	250 x 250mm 130 x 450mm	White text on ocean blue (RAL 5020)	PPC, aluminium
1	Window vinyl	Business name	No	3500 x 2000mm	Black, green and copper	Coloured vinyl applied to glazing

RELEVANT PLANNING APPLICATION HISTORY

Comprehensive redevelopment of the vacant former Whitehaven Bus Station site into an innovation and business start-up hub with conference facilities, approved in October 2018 (application reference 4/18/2292/0F1 relates).

CONSULTATION RESPONSES

Cumbria Highways – No objections, the lighting levels are considered to be acceptable. Two conditions are requested in order to ensure a minimum clearance overhanging the highway and that the luminance levels do not exceed 600cd/m2.

Conservation Officer – I am supportive of the proposed signage scheme. Sign 001 is certainly sizeable, but given that it is also in proportion with itself and located high up on a very large wall, I think this is justifiable.

The Conservation Area Design Guide argues against using internally illuminated box signs in Copeland's conservation areas. However, the building is Art Deco rather than Georgian or Victorian, it is not located within the gridiron streets but rather the North Harbour area, which is different in character, and the signage has been carefully designed for this specific context.

For these reasons I see it as being sensitive to its surroundings.

I do have one minor question, however, so would appreciate clarification. Page 18 of the Technical Specification document appears to show sign 008 being located half across a window – is this drawing correct? I presume the sign ought to be shown beside the window.

The Agent responded that this was an error on the plan and the sign will be sited on the wall. Revised documentation has been received to provide clarification on this matter. The Conservation Officer has confirmed that the submitted details are acceptable.

Local Lead Flood Authority – No objections.

PLANNING POLICIES

Planning law requires applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

Development Plan

Copeland Local Plan 2013 – 2028 (Adopted December 2013)

Core Strategy

Policy ST1 – Strategic Development Principles

Policy ENV4 – Heritage Assets

Development Management Policies (DMP)

Policy DM27 – Built Heritage and Archaeology

Policy DM29 – Advertisements

Other Material Planning Considerations

National Planning Policy Framework 2019 (NPPF)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Conservation Area Design Guide SPD December 2017 (CADG)

Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA)

Emerging Local Plan

The emerging Copeland Local Plan 2017-2035 has recently been the subject of a Preferred Options Consultation which ended in December 2020. The Preferred Options Consultation builds upon the completed Issues and Options Consultation, which finished in January 2020. Given the stage of preparation, the emerging Copeland Local Plan 2017-2035 has only limited weight in decision making, but provides an indication of the direction of travel of the emerging planning policies, which themselves have been developed in accordance with the provisions of the National Planning Policy Framework.

ASSESSMENT

Principle of the development

The addition of new signage is required to provide direction and advertisement for the new business hub that has been created inside the former Bus Station. In principle, signage is acceptable in this location as it is a functional requirement for the business.

The main considerations relate to the design of the signs in relation to the Conservation Area and any effect on the highways.

Design and Siting

This application seeks approval for the signage associated with the business including signage to indicate the entrances and the business name. Policies within the Copeland Local Plan seek to ensure that signage does not affect public safety, will not be obtrusive or create clutter and is of a reasonable scale and appearance.

The proposed signage will be displayed on the curved wall of the Buzz Station which will provide a backdrop and limit impacts on the visual amenity of the area. They will be viewed in context with the building and provide a function in association with the building. It is considered that the design of the signage is suitable for the site and respects the art deco character and appearance of the building. The Conservation Officer has confirmed the proposed design of the signage is acceptable in this part of the Conservation Area as it is not within the Georgian Grid. The level of signage is reasonable for a commercial site of this nature. The signs are modest and do not constitute clutter to the exterior of the building.

Overall, it is considered that the proposed signage complies with Policies ENV4 and DM27 of the Copeland Local Plan and there is unlikely to be a negative effect on the Conservation Area.

Illumination Levels and Highway Safety

Cumbria Highways were consulted on the application with relation to highway safety and any issues as a result of the signage. They have confirmed that the level of illumination is considered to be acceptable and will not have a negative effect on road users. The signs will be erected where they do not pose an issue to passing motorists or pedestrians, however the Highways department have requested a condition to ensure that there is a minimum clearance from the lowest part of the sign and the pavement below. This will ensure the safety of pavement and highway users.

It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan and protects the surrounding residential amenity.

Conclusion and Planning Balance

	<p>No objections have been received to the application. On balance, the signage will be a modern addition to the traditional frontage which will create a pleasant juxtaposition in this location. Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with policies ST1 and DM29 of the Local Plan.</p>
8.	<p>Recommendation: Approve Advertisement Consent</p>
9.	<p>Condition(s):</p> <ol style="list-style-type: none"> <p>This consent shall expire in 5 years from the date of this notice whereupon the signage shall be removed and any damage repaired unless further consent to display has been granted by the Local Planning Authority.</p> <p>Reason</p> <p>To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interests of amenity and public safety.</p> <p>Permission shall relate to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them: -</p> <p>Site Proposed Plan, scale 1:500, drawing number A10-00-01 02, received 5th March 2021; CGI visuals and specification drawings, scales 1:25, 1:10 and 1:5, received 5th March 2021; External signage fabrications document version 3, received on 07th April 2021 External signage design documentation document revision 2, received on 7th April 2021</p> <p>Reason</p> <p>To conform with the requirement of Section 91 of the Town and Country Planning Act 1990, as amended by the Planning and Compulsory Purchase Act 2004.</p> <p>There must be a minimum clearance of 2.44m between the surface of the highway and the lowest part of the signage where it overhangs the highway (including the footway, footpath or verge).</p> <p>Reason</p> <p>In the interests of highway safety and to minimise possible danger to other highway users and in accordance with Policy DM29 of the Copeland Local Plan.</p> <p>The luminance levels of the signage must not exceed 600cd/m2 at any time.</p>

	<p>Reason</p> <p>In the interests of highway safety and in accordance with Policy DM29 of the Copeland Local Plan.</p> <p>Statement</p> <p>The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, and subsequently determining to grant advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>
<p>Case Officer: Sarah Papaleo</p>	<p>Date : 06/04/2021</p>
<p>Authorising Officer: N.J. Hayhurst</p>	<p>Date : 12/04/2021</p>
<p>Dedicated responses to:- N/A</p>	